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UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

KELLY TOYS HOLDINGS, LLC,

Plaintiff

v.

27955068 STORE, AURORA09 STORE, CC GO STORE, CHILDREN AND BABY HOUSE STORE, CJB1141434122 STORE, DAZZLING COSMETIC STORE, DONGGUAN AI CHENG TOYS CO., LTD., DONGGUAN NUOYI TOYS CO., LTD., DREAMER TOY(DROP SHIPPING) STORE, FREE MARKET CO., LTD, FUNFUN TOY STORE, GLORILIFE **INDUSTRIES** (SHENZHEN) LIMITED, GOGOMYLITTLEBABY STORE. GOODLUCK BABY STORE, GUANGZHOU HAPPY ISLAND TOYS CO., LTD., HAH STORE, HEITAN STORE, HOTSALE BAGS STORE, JINHUA DARREN TRADING CO., LTD., MIMI DAI MOMMY BABY STORE, MIRICAL KIDS TOY STORE, MY STYLISH PREGNANT BABY TOY STORE, NANTONG GELAS IMPORT & EXPORT CO., LTD., NINGBO BEEJAY TRADING CO., LTD., PUJIANG MSM ART AND CRAFTS FACTORY, QINGDAO QUNZE TOYS CO., LTD., SEVENU STORE, SHENZHEN DIHAO TECHNOLOGY CO., 21-cv-3081 (DLC)

[PROPOSED]
PRELIMINARY
INJUNCTION ORDER

LTD., SHENZHEN DINGLANG TECHNOLOGY CO., LTD., SHENZHEN NEWSTAR ELECTRONIC TECHNOLOGY CO., LTD., SHENZHEN TUOYI CO., ELECTRONIC COMMERCE SHENZHEN XINYUETANG TOYS GIFT CO., LTD., SHIJIAZHUANG QUNZE TRADING CO., LTD., SHOP342746 STORE, SHOP5382088 STORE, SHOP5517084 STORE, SHOP5881993 STORE, SHOP910355034 STORE, SHOP910547161 STORE, SHOP911064054 STORE, SHOP911231053 STORE, SHOP911443018 STORE, SHOP911529023 STORE, SNOWSHINE4 STORE, TOY SHOP STORE, XIAOMI-SHENZHEN STORE, XIAOXIAN RUIYI COMMERCIAL TRADE CO., LIMITED. YANGZHOU AIXINI INTERNATIONAL TRADE IMPORT AND EXPORT CO., LTD., YANGZHOU CREATIVE TOYS AND GIFTS CO., LTD., YANGZHOU DIXIN TOYS CO., LTD., YANGZHOU DULALA **CRAFTS** LTD., YANGZHOU GUAN YUE HOUSEWARE CO., LTD., YANGZHOU HOME KA CRAFTS LTD., YANGZHOU MISSYOU ARTS & CRAFTS CO., XINGLING YANGZHOU **CHEN** LTD., **ELECTRONIC COMMERCE** CO., LTD., YANGZHOU XINGNANCHEN **ELECTRONIC** COMMERCE CO., LTD., YIWU DOLPHINESHOW TRADING CO., LTD., YIWU YUEYING TRADING LTD. and YIZHENG LIUJI TOWN XINCHEN TOY FACTORY,

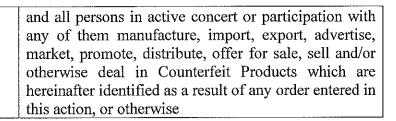
Defendants

GLOSSARY

Term	<u>Definition</u>
Plaintiff or Kelly Toys	Kelly Toys Holdings, LLC
Plaintiff or Kelly Toys Defendants	
	Trading Co., Ltd., Yiwu Yueying Trading Ltd. and
Alibaba	Yizheng Liuji Town Xinchen Toy Factory Alibaba.com, an online marketplace platform that allows manufacturers, wholesalers and other third-party merchants, like Defendants, to advertise, offer for sale, sell, distribute and ship their wholesale and retail products originating from China directly to consumers

	across the world and specifically to consumers residing
AliEvnussa	in the U.S., including New York Aliexpress.com, an online marketplace platform that
AliExpress	allows manufacturers, wholesalers and other third-
	party merchants, like Defendants, to advertise, offer for
	sale, sell, distribute and ship their wholesale and retail
	products originating from China directly to consumers
	across the world and specifically to consumers residing
	in the U.S., including New York
Epstein Drangel	Epstein Drangel LLP, counsel for Plaintiff
New York Address	244 Madison Ave, Suite 411, New York, NY 10016
Complaint	Plaintiff's Complaint
Application	Plaintiff's ex parte application for: 1) a temporary
	restraining order; 2) an order restraining Merchant
	Storefronts (as defined infra) and Defendants' Assets
	(as defined <i>infra</i>) with the Financial Institutions (as
	defined infra); 3) an order to show cause why a
	preliminary injunction should not issue; 4) an order
	authorizing bifurcated and alternative service; and 5) an
	order authorizing expedited discovery
Kelly Dec.	Declaration of Jonathan Kelly in Support of Plaintiff's
11 - 11	Application
Drangel Dec.	Declaration of Jason M. Drangel in Support of
	Plaintiff's Application
Squishmallows	U.S. Trademark Serial Application No.: 88/471,796 for
Application	"SQUISHMALLOWS HUGMEES" for goods in Class
C 1 1 1 11	28
Squishmallows	U.S. Trademark Registration Nos.: 5,454,574 for
Registrations	"SQUISHMALLOW" for goods in Class 28; 6,137,521 for "FLIP A MALLOWS" for goods in Class 28;
	5,962,289 for "MYSTERY SQUAD" for goods in
	Class 28; and 2,029,047 for "KELLYTOY" for goods
	in Class 28
Squishmallows Marks	The marks covered by the Squishmallows Registrations
~ January H. W. T. The T. Th.	and Squishmallows Application
Squishmallows Works	The works covered by the U.S. copyright registrations
	listed in Exhibit C to the Complaint
Squishmallows	A line of loveable buddies made with a super soft,
Products	marshmallow-like texture that come in a variety of sizes
***************************************	from 3.5-inch clip-ons to extra-large 24 inch plush toys,
	and have expanded to other styles including Hug Mees,
	Stackables, Mystery Squad and Flip-A-Mallows.
Counterfeit Products	Products bearing or used in connection with the
	Squishmallows Marks and/or Squishmallows Works,
	and/or products in packaging and/or containing labels
	and/or hang tags bearing the Squishmallows Marks

	and/or Savighmallows Works, and/or bearing or used in
	and/or Squishmallows Works, and/or bearing or used in connection with marks and/or artwork that are
	confusingly or substantially similar to the
	Squishmallows Marks and/or Squishmallows Works
	and/or products that are identical or confusingly or
T.O T	substantially similar to the Squishmallows Products
Infringing Listings	Defendants' listings for Counterfeit Products
User Accounts	Any and all websites and any and all accounts with
	online marketplace platforms such as Alibaba and/or
	AliExpress, as well as any and all as yet undiscovered
	accounts with additional online marketplace platforms
	held by or associated with Defendants, their respective
	officers, employees, agents, servants and all persons in
	active concert or participation with any of them
Merchant Storefronts	Any and all User Accounts through which Defendants,
	their respective officers, employees, agents, servants
	and all persons in active concert or participation with
	any of them operate storefronts to manufacture, import,
	export, advertise, market, promote, distribute, display,
	offer for sale, sell and/or otherwise deal in Counterfeit
	Products, which are held by or associated with
	Defendants, their respective officers, employees,
W. Alekandram	agents, servants and all persons in active concert or
	participation with any of them
Defendants' Assets	Any and all money, securities or other property or
ORIGINAL AND	assets of Defendants (whether said assets are located in
	the U.S. or abroad)
Defendants' Financial	Any and all financial accounts associated with or
Accounts	utilized by any Defendants or any Defendants' User
	Accounts or Merchant Storefront(s) (whether said
T	accounts are located in the U.S. or abroad)
Financial Institutions	Any banks, financial institutions, credit card companies
	and payment processing agencies, such as PayPal Inc.
	("PayPal"), Payoneer Inc. ("Payoneer"), the Alibaba
	Group d/b/a Alibaba.com payment services (e.g.,
	Alipay.com Co., Ltd., Ant Financial Services Group), PingPong Global Solutions, Inc. ("PingPong") and
	other companies or agencies that engage in the
	processing or transfer of money and/or real or personal
	property of Defendants
Third Danty Comica	Online marketplace platforms, including, without
Third Party Service Providers	limitation, those owned and operated, directly or
1 1 UVIUEUS	
	indirectly by Alibaba and/or AliExpress, as well as any
	and all as yet undiscovered online marketplace
	platforms and/or entities through which Defendants,
	their respective officers, employees, agents, servants



WHERAS, Plaintiff having moved *ex parte* on April 9, 2021 against Defendants for the following: 1) a temporary restraining order; 2) an order restraining Merchant Storefronts and Defendants' Assets with the Financial Institutions; 3) an order to show cause why a preliminary injunction should not issue; 4) an order authorizing bifurcated and alternative service and 5) an order authorizing expedited discovery;

WHEREAS, the Court entered an Order granting Plaintiff's Application on April 20, 2021 ("TRO") which ordered Defendants to appear on May 7, 2021 at 12:00 p.m. to show cause why a preliminary injunction should not issue ("Show Cause Hearing");

WHEREAS, on May 3, 2021, Plaintiff filed a letter requesting to modify and extend the TRO;

WHEREAS, on May 4, 2021, the Court issued an order granting Plaintiff's request, adjourning the Show Cause Hearing to May 21, 2021 at 1:00 p.m. and extending the TRO until the date of the Show Cause Hearing ("May 4, 2021 Order");

WHEREAS, on May 11, 2021, pursuant to the alternative methods of service authorized by the TRO, Plaintiff served the Summons, Complaint, TRO, May 4, 2021 Order and all papers filed in support of the Application on each and every Defendant, except Defendants CC GO Store, goodluck baby Store, Hah Store and Hotsale Bags Store, who were subsequently served on May 12, 2021;

WHEREAS, on May 21, 2021 at 1:00 p.m., Plaintiff appeared at the Show Cause Hearing, however, no Defendants appeared.

ORDER

1. The injunctive relief previously granted in the TRO shall remain in place through the pendency of this litigation, and issuing this Order is warranted under Federal Rule of Civil

Procedure 65 and Section 34 of the Lanham Act.

- a) Accordingly, Defendants are hereby restrained and enjoined from engaging in any of the following acts or omissions pending the final hearing and determination of this action or until further order of the Court:
 - i. manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in Counterfeit Products or any other products bearing the Squishmallows Marks and/or Squishmallows Works and/or marks or artwork that are confusingly or substantially similar to, identical to and constitute a counterfeiting and/or infringement of the Squishmallows Marks and/or Squishmallows Works;
 - ii. directly or indirectly infringing in any manner Plaintiff's Squishmallows Marks and/or Squishmallows Works;
 - iii. using any reproduction, counterfeit, copy or colorable imitation of Plaintiff's Squishmallows Marks and/or Squishmallows Works, to identify any goods or services not authorized by Plaintiff;
 - iv. using Plaintiff's Squishmallows Marks and/or Squishmallows Works or any other marks and/or artwork that are confusingly or substantially similar to the Squishmallows Marks and/or Squishmallows Works on or in connection with Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in Counterfeit Products;
 - v. using any false designation of origin or false description, or engaging in any action which is likely to cause confusion, cause mistake and/or to deceive

members of the trade and/or the public as to the affiliation, connection or association of any product manufactured, imported, exported, advertised, marketed, promoted, distributed, displayed, offered for sale or sold by Defendants with Plaintiff, and/or as to the origin, sponsorship or approval of any product manufactured, imported, exported, advertised, marketed, promoted, distributed, displayed, offered for sale or sold by Defendants and Defendants' commercial activities and Plaintiff;

- vi. secreting, concealing, destroying, altering, selling off, transferring or otherwise disposing of and/or dealing with: (i) Counterfeit Products and/or (ii) any computer files, data, business records, documents or any other records or evidence relating to their User Accounts, Merchant Storefronts or Defendants' Assets and the manufacture, importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products;
- vii. effecting assignments or transfers, forming new entities or associations, or creating and/or utilizing any other platform, User Account, Merchant Storefront or any other means of importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products for the purposes of circumventing or otherwise avoiding the prohibitions set forth in this Order; and
- viii. knowingly instructing, aiding or abetting any other person or business entity in engaging in any of the activities referred to in subparagraphs 1(a)(i) through 1(a)(vii) above and 1(b)(i) through 1(b)(ii) and 1(c)(i) below.

- b) Accordingly, the Third Party Service Providers and Financial Institutions are hereby restrained and enjoined from engaging in any of the following acts or omissions pending the final hearing and determination of this action or until further order of the Court:
 - secreting, concealing, transferring, disposing of, withdrawing, encumbering or paying Defendants' Assets from or to Defendants' Financial Accounts until further ordered by this Court;
 - ii. secreting, concealing, destroying, altering, selling off, transferring or otherwise disposing of and/or dealing with any computer files, data, business records, documents or any other records or evidence relating to the Defendants' User Accounts, Merchant Storefronts, Defendants' Assets and the manufacture, importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products; and
 - iii. knowingly instructing, aiding, or abetting any other person or business entity in engaging in any of the activities referred to in subparagraphs 1(a)(i) through 1(a)(vii) and 1(b)(i) through 1(b)(ii) above.
- c) Accordingly, the Third Party Service Providers are hereby restrained and enjoined from engaging in any of the following acts or omissions pending the final hearing and determination of this action or until further order of the Court:
 - providing services to Defendants, Defendants' User Accounts and Defendants'
 Merchant Storefronts, including, without limitation, continued operation of
 Defendants' User Accounts and Merchant Storefronts;
 - ii. secreting, concealing, destroying, altering, selling off, transferring or otherwise

disposing of and/or dealing with any computer files, data, business records, documents or any other records or evidence relating to the Defendants' User Accounts, Merchant Storefronts, Defendants' Assets and the manufacture, importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products; and

- iii. knowingly instructing, aiding, or abetting any other person or business entity in engaging in any of the activities referred to in subparagraphs 1(a)(i) through 1(a)(vii), 2(b)(i) through 1(b)(ii) and 1(c)(i) through 1(c)(ii) above.
- 2. As sufficient cause has been shown, the asset restraint granted in the TRO shall remain in place through the pendency of this litigation, including that:
 - a) within seven (7) days of receipt of notice of this Order, any newly discovered Financial Institutions who are served with this Order shall locate and attach Defendants' Financial Accounts, shall provide written confirmation of such attachment to Plaintiff's counsel and provide Plaintiff's counsel with a summary report containing account details for any and all such accounts, which shall include, at a minimum, identifying information for Defendants and Defendants' User Accounts, contact information for Defendants (including mailing addresses and e-mail addresses), account numbers and account balances for any and all of Defendants' Financial Accounts.
- 3. As sufficient cause has been shown, the expedited discovery previously granted in the TRO shall remain in place through the pendency of this litigation, including that:
 - a) Plaintiff may serve interrogatories pursuant to Rules 26 and 33 of the Federal Rules of Civil Procedure as well as Local Civil Rule 33.3 of the Local Rules for the Southern and Eastern Districts of New York and Defendants who are served with this Order shall

- provide written responses under oath to such interrogatories within fourteen (14) days of service to Plaintiff's counsel.
- b) Plaintiff may serve requests for the production of documents pursuant to Rules 26 and 34 of the Federal Rules of Civil Procedure and Defendants who are served with this Order, their respective officers, employees, agents, servants and attorneys and all persons in active concert or participation with any of them who receive actual notice of this Order shall produce all documents responsive to such requests within fourteen (14) days of service to Plaintiff's counsel.
- c) Within fourteen (14) days after receiving notice of this Order, all Financial Institutions who receive service of this Order shall provide Plaintiff's counsel with all documents and records in their possession, custody or control (whether located in the U.S. or abroad), relating to any and all of Defendants' Financial Accounts, User Accounts and Merchant Storefronts, including, but not limited to, documents and records relating to:
 - i. account numbers;
 - ii. current account balances;
- iii. any and all identifying information for Defendants and Defendants' User Accounts,including names, addresses and contact information;
- iv. any and all account opening documents and records, including, but not limited to, account applications, signature cards, identification documents, and if a business entity, any and all business documents provided for the opening of each and every of Defendants' Financial Accounts;
- v. any and all deposits and withdrawal during the previous year from each and every of Defendants' Financial Accounts and any and all supporting documentation,

- including, but not limited to, deposit slips, withdrawal slips, cancelled checks and account statements;
- vi. any and all wire transfers into each and every of Defendants' Financial Accounts during the previous year, including, but not limited to, documents sufficient to show the identity of the destination of the transferred funds, the identity of the beneficiary's bank and the beneficiary's account number;
- vii. any and all User Accounts and account details, including, without limitation, identifying information and account numbers for any and all User Accounts that Defendants have ever had and/or currently maintain;
- viii. the identities, location and contact information, including any and all e-mail addresses, of Defendants, their respective officers, employees, agents, servants and all persons in active concert or participation with any of them;
- ix. the nature of Defendants' businesses and operations, methods of payment, methods for accepting payment and any and all financial information, including, but not limited to, information associated with Defendants' User Accounts, a full accounting of Defendants' sales history and listing history under such accounts, and Defendants' Financial Accounts associated with Defendants' User Accounts; and
- x. Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling of Counterfeit Products, or any other products bearing one or more of the Squishmallows Marks and/or Squishmallows Works and/or marks or artwork that are confusingly or substantially similar to, identical to and constitute a counterfeiting and/or

infringement of the Squishmallows Mark and/or Squishmallows Works.

- d) Within fourteen (14) days of receipt of service of this Order, the Third Party Service Providers shall provide to Plaintiff's counsel all documents and records in its possession, custody or control (whether located in the U.S. or abroad) relating to Defendants' User Accounts and Defendants' Merchant Storefronts, including, but not limited to, documents and records relating to:
 - i. any and all User Accounts and Defendants' Merchant Storefronts and account details, including, without limitation, identifying information and account numbers for any and all User Accounts and Defendants' Merchant Storefronts that Defendants have ever had and/or currently maintain with the Third Party Service Providers;
 - ii. the identities, location and contact information, including any and all e-mail addresses of Defendants;
 - iii. the nature of Defendants' businesses and operations, methods of payment, methods for accepting payment and any and all financial information, including, but not limited to, information associated with Defendants' User Accounts and Defendants' Merchant Storefronts, a full accounting of Defendants' sales history and listing history under such accounts and Defendants' Financial Accounts with any and all Financial Institutions associated with Defendants' User Accounts and Defendants' Merchant Storefronts; and
 - iv. Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling of Counterfeit Products, or any other products bearing the Squishmallows Marks and/or

Squishmallows Works and/or marks or artwork that are confusingly or substantially similar to, identical to and constitute an infringement of the Squishmallows Marks and/or Squishmallows Works.

- 4. As sufficient cause has been shown, and pursuant to FRCP 4(f)(3), service may be made on, and shall be deemed effective as to Defendants if it is completed by one of the following means:
 - a) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website (including NutStore, a large mail link created through Rmail.com or via website publication through a specific page dedicated to this Lawsuit accessible through ipcounselorslawsuit.com) where each Defendant will be able to download a PDF copy of this Order, to Defendants' e-mail addresses as identified by Alibaba pursuant to Paragraph V(C) of the TRO or may otherwise be determined; or
 - b) delivery of a message to Defendants through the same means that Plaintiff's agents have previously communicated with Defendants, namely the system for communications established by the Third Party Service Providers on their respective platforms and providing a link to a secure website (such as NutStore or a large mail link created through Rmail.com) where each Defendant will be able to download PDF copies of this Order.
- 5. As sufficient cause has been shown, that such alternative service by electronic means ordered in the TRO and herein shall be deemed effective as to Defendants, Third Party Service Providers and Financial Institutions through the pendency of this action.
- 6. As sufficient cause has been shown, service of this Order shall be made on and deemed effective as to the Third Party Service Providers and Financial Institutions if it is completed

by the following means:

- a) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where PayPal will be able to download a PDF copy of this Order via electronic mail to EE Omaha Legal Specialist at EEOMALegalSpecialist@paypal.com;
- b) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where AliPay.com Co., Ltd., Ant Financial Services will be able to download a PDF copy of this Order via electronic mail Mr. Di Zhang, Member of the Legal & Compliance Department IP, at di.zd@alipay.com;
- c) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where Alibaba will be able to download a PDF copy of this Order via electronic mail to Ms. Rachel Wang, Legal Counsel, Alibaba Group at rachel.wy@alibaba-inc.com and Ms. Yujuan He, Paralegal, Alibaba Group at chloe.he@alibaba-inc.com;
- d) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where Payoneer Inc. will be able to download a PDF copy of this Order via electronic mail to Payoneer Inc.'s Customer Service Management at customerservicemanager@payoneer.com and Edward Tulin, counsel for Payoneer Inc., at Edward.Tulin@skadden.com; and
- e) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where PingPong Global Solutions Inc. will be able to download a PDF copy of this Order via electronic mail to PingPong Global Solutions Inc.'s Legal Department at legal@pingpongx.com.

- 7. Defendants are hereby given notice that they may be deemed to have actual notice of the terms of this Order and any act by them or anyone of them in violation of this Order may be considered and prosecuted as in contempt of this Court.
- 8. The \$5,000.00 bond posted by Plaintiff shall remain with the Court until a final disposition of this case or until this Order is terminated.
- 9. This Order shall remain in effect during the pendency of this action, or until further order of the Court.
- 10. Any Defendants that are subject to this Order may appear and move to dissolve or modify the Order on two (2) days' notice to Plaintiff or on shorter notice as set by the Court.

SO ORDERED.

SIGNED this 2/5 day of // au , 2021, at ______.m.

New York, New York

UNITED STATES DISTRICT JUDGE